#### WEBSITE PRIVACY POLICY

This Privacy Policy applies to all personal information collected by Bloody Good Tests Pty Ltd via the website located at bloodygoodtests.com.au.

# 1. What is "personal information"?

- (a) The Privacy Act 1988 (Cth) currently defines "personal information" as meaning information or an opinion about an identified individual or an individual who is reasonably identifiable:
  - (i) whether the information or opinion is true or not; and
  - (ii) whether the information or opinion is recorded in a material form or not.
- (b) If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "personal information" and will not be subject to this privacy policy.

#### 2. What information do we collect?

The kind of personal information that we collect from you will depend on how you use the website. The personal information which we collect and hold about you may include but is not limited to:

- email address, full name, phone number, address, and date of birth
- health data, gender, medical history, blood test results, customer interactions, occupation, ethnicity

We will only collect this information with your consent, including where you have provided it to us voluntarily so that we can provide you with Services. When you entrust us with this information, we commit to using it solely for the purposes outlined on our Website, and will be shared with our reliable third-party partners as described on our Website or in this Privacy Policy.

# 3. How we collect your personal information

- (a) We may collect personal information from you whenever you input such information into the website.
- (b) We also collect cookies from your computer which enable us to tell when you use the website and also to help customise your website experience. As a general rule, however, it is not possible to identify you personally from our use of cookies.

# 4. Purpose of collection

(a) The purpose for which we collect personal information is to provide you with the best service experience possible on the website.

- (b) We customarily disclose personal information only to our service providers who assist us in operating the website and third-party pathology providers who will collect and process your blood test. Your personal information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.
- (c) By using our website, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected such information direct from you, and if it is material of a type which you would reasonably expect to receive from us. We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature.
- (d) We process personal data to ensure that the data subject can be identified and contacted in the event of any changes to medical knowledge, where it is necessary to protect the data subject's or another person's vital interests, or where it is necessary for the performance of tasks carried out in the public interest.
- (e) We may also process your personal data to enable Blood Good Tests to fulfill our diverse legal obligations. This may encompass adhering to industry regulatory requirements and any self-regulatory schemes, as well as collaborating with relevant authorities to report criminal activity or to identify and prevent fraud.

### 5. Access and correction

Australian Privacy Principle 12 permits you to obtain access to the personal information we hold about you in certain circumstances, and Australian Privacy Principle 13 allows you to correct inaccurate personal information subject to certain exceptions. If you would like to obtain such access, please contact us as set out below.

### 6. Automated decision-making

As an online service provider, Bloody Good Tests employs automated computer systems and algorithms to facilitate your transactions. Our automated decision-making processes are utilised for the following specific purposes:

- (a) Automated insertion of standard doctor comments corresponding to particular test results.
- (b) Utilisation of provided demographic information, like age and gender, to tailor future service offers that we believe will be of interest to you. For example, previous test purchases may inform recommendations for similar tests we think you might find beneficial.

We do not use the results of any tests you have purchased for this purpose, nor do we engage in extensive profiling of our customers. However, in cases where a Bloody Good Tests-affiliated doctor suggests a repeat or follow-up test based on your previous results, we may send you reminders for these recommended tests.

### 7. Complaint procedure

If you have a complaint concerning the manner in which we maintain the privacy of your personal information, please contact us as set out below. All complaints will be considered by Data Protection Officer, Thor Berg, and we may seek further information from you to clarify your concerns. If we agree that your complaint is well-founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner.

#### 8. Overseas transfer

Your personal information may be shared to recipients located outside Australia. These recipients have data protection laws that protect personal information in a way which is at least substantially similar to the Australian Privacy Principles, and there will be mechanisms available to you to enforce protection of your personal information under that overseas law. In the circumstances, we do not require the overseas recipients to comply with the Australian Privacy Principles and we will not be liable for a breach of the Australian Privacy Principles if your personal information is mishandled.

We do not share your health data overseas.

# 9. How long we store your personal data

Your account retains records of your purchases. While you have the ability to manage the visibility of your past purchases, we may retain information about your purchases for an extended period, particularly if you have a complaint or inquiry about a test you have acquired from us. You may request that we erase your personal data at any time. We may also retain your personal and health data in accordance with state and territory legal requirements.

### 10. Children and young people

Our site is not intended for and shall not be used by anyone under the age of 18.

# 11. How to contact us about privacy

If you have any queries, or if you seek access to your personal information, or if you have a complaint about our privacy practices, you can contact us through: support@bloodygoodtests.com.au.